

# Overseas Press Club Bulletin

VOL. 38, NO. 11  
DECEMBER 1983

52 East 41 Street  
New York, N.Y. 10017  
(212) 679-9650

## Up-and-Coming

Thursday, Dec. 15, 5:30 to —.

Come celebrate Christmas, Chanukah, or the holiday season. Food, drink, prizes, music, fun and friends.

**Monday, Dec. 19, 12 noon cocktails—12:30 luncheon**—Robert MacNeil, executive editor, the MacNeil-Lehrer NewsHour, the country's first prime-time hour-long nationwide daily news broadcast: "The Thinking Behind the NewsHour."

**Tuesday, Jan. 10/84—5:30-7 p.m.**—Book Night. Claire Sterling, in from her headquarters in Rome for publication of her "The Time Of the Assassins"—The Secret Story Behind the Plot to Kill the Pope.

**Monday, Jan. 16/84—12 noon cocktails—12:30 luncheon**—William Broyles, Jr., editor-in-chief, Newsweek Magazine; "The Changing Face of the News Weekly."

*Luncheons: Members \$16, Guests \$20. 5:30 programs, members, no charge, guests \$4. Cash bar at all functions. Reservations required for all functions. Cancellations must be received 48 hours in advance of function where food is served, otherwise member will be charged the announced fee. FOR RESERVATIONS CALL MARY NOVICK, 212-679-9650.*

## OPC Denounces Soviet Press Curbs

The "new world information and communication order" and curbs on press freedom proposed 'by the Soviet Union in Paris at the 22nd General Conference of UNESCO have been denounced by the Overseas Press Club as a forerunner of "totalitarian brainwashing and mind control."

"The Soviet proposal is degrading. It presumes that the average person can't handle truth, or is unable to understand or evaluate reports on what does happen in the world. UNESCO must not become an instrument for imposing totalitarian brainwashing and mind control on the entire world.

"People's right to know and the freedom of professional news people—

## OPC Xmas Party Dec. 15th— Be There!

Whether you celebrate Christmas, a late Chanukah, or just the joy of the season, the OPC holiday party is the place to be on Thursday, December 15th. You'll see all your friends, meet new people, and have a jolly good time.

From 5:30 to 8:00 p.m., we'll gather around the giant, roaring fireplace and the glittering Christmas tree to enjoy the delicious hot and cold hors d'oeuvres, quaff a few or more, sing along and get the good vibes. Wilma Dobie, our noted jazz and entertainment impresario, is booking the music. There'll be door prizes, a raffle, and lots more.

This year we want to share our goodies with children whom Santa might not visit. So instead of the usual grab bag gift, bring a present for a child. Christmas-wrap it—and be sure to mark on the outside for what age and whether for boy or girl.

All this for \$10 each—the best bargain in town! There will be a charge bar for members, cash bar for guests. Bring your wife, a date, or other good friends. But reserve now with Mary Novick, 212-679-9650.

Don't miss it!

## Coming: NewsHour, Newsweek, Terror

It says it all. It's a new word, but one that will surely be in the next edition of Webster's dictionary. Long discussed—nay, argued—the idea of an hour-long news/telecast is finally here, as of Monday, September 5, 1983. Supported by commitment of \$10-million from AT&T, "The MacNeil/Lehrer NewsHour" debuted on the Public Broadcast System that evening.

What has happened in its first quarter of operations will be the subject of December's regular third-Monday-of-the-month luncheon. The date is December 19: cocktails at noon and luncheon at 12:30. Our featured guest will be Robert MacNeil, executive editor of "NewsHour." (Reservations are required—Mary Novick 679-9650—\$16 for members, \$20 for guests.)

Both MacNeil and his executive producer, Les Crystal, were featured headline speakers at the Club in the past. In fact, when Crystal was a network news producer and executive at NBC News, he was on record and fought hard for an hour-long news broadcast. Now his dream has come true. And he is there.

According to Crystal, "In the competitive atmosphere of commercial television, news is often seen in terms of potential profitability, and decisions on people, content and direction are often subtly influenced by the race for ratings." No such problem on PBS.

George Krimsky and Gloria Zukerman, who co-chair the OPC program committee, continue their outstanding series of Club functions, announcing two January gatherings:

The regular January luncheon which will be on Monday, the 16th. Our guest will be Newsweek's editor-in-chief, William D. Broyles, Jr.

Preceding him on Tuesday evening, January 10 will be our own Claire Sterling. An expert on terrorism, Sterling has just finished a book, "The Time of the Assassins: the Secret Story Behind the Plot to Kill the Pope." Her conversation over cocktails will focus on her findings.

Mark your calendars accordingly.

Chas. Schreiber



## Letters

TEL AVIV—The Foreign Press Association has established a scholarship in memory of Dial Thorgerson, Los Angeles correspondent, recently killed in San Salvador while reporting the war. Before that assignment he had reported the Israel scene for several years. Two students who are studying journalism at the local Bar Ilan University, will be the recipients. A Communications school has just been established at the college thanks to a Detroit grant. The board has authorized Lazare Bianco, FPA treasurer, and Norman Kempster, who replaced Dial, to make the selection.

Max Gendell

### HAPPY HOLIDAYS!

Enjoy them. But not at the club, which will be closed for Christmas, Sunday and Monday, December 25 and 26. And closed again for New Year's, Sunday and Monday, January 1 and 2.

## Hong Kong, A Market For Writers

Henry Gellermann has a friend in Hong Kong who has just become an OPCer and who is now publishing a Hong Kong edition of *Signature Magazine*. He writes Henry that he is looking for "top class articles and photos on lifestyles around the world—from art to architecture, travel to trampolines, music to mustangs—aimed at a sophisticated, upmarket, well-heeled, mostly Chinese audience. No restrictions on geography. First person narratives preferred." The book is bimonthly and bilingual. Write to Jack Maisano, managing director, Recondite Enterprises, Box 31312, Causeway Bay Post Office, Hong Kong.

And if you happen to be in Hong Kong, get in touch with Leonel Sequeira at the Correspondents Club. He wants you to visit his gallery, where he will ply you with drinks and give you a 25% discount on anything in the gallery you see that you might want.

### Harriet M. Group

Harriet Moran Group, a longtime member of the club, died Sept. 3 at her home in Watermill, N.Y. Before settling down to freelancing, she had been city editor of the *Ossining (NY) Citizen Register* and editor of the *Savings Bank Journal*. She is survived by a brother, Michael J. Moran.

## The Big Parade Is Now BIGGEST

"Journalism is not an exact science," said editor **Walter Anderson** of *Parade*, America's largest circulation magazine, quoting famed editor Morrill Goddard of *American Weekly* in the 1930s, at an OPC afternoon talk in the 41st street clubhouse.

"There is no demonstrated formula for making a perfect newspaper or magazine," continued Anderson ala Goddard. "If there were, they would be all alike."

About 100 OPCers and guests filled the Bogart room to hear the former newspaper reporter and editor whose magazine reaches more than 24,000,000 households and offices, distributed by 134 Sunday newspapers.

In its constant effort to please its mass audience, Anderson explained, *Parade* counts on weekly features like "Personality Parade" and "Intelligence Report" (both handled by longtime *Parade* writer Lloyd Shearer, who also uses the pseudonym Walter Scott), "Significa" by Irving Wallace and his two progeny, Amy and David, plus articles by well-known byline authors and service pieces in fields such as health, science, food, outdoor pleasure and holiday entertaining.

To achieve high readership, Anderson said, *Parade* strives for its articles to stress action or struggle from an American perspective, in structured copy that usually includes three elements for success in appealing to the audience: "a wrong that can be described, an aggrieved party, and a means for redress."

During his remarks, Anderson motivated comments and questions from some of the magazine's contributing writers who were in the audience—Cleveland Amory, Dotson Rader, Judy Krantz and Earl Ubell—as well as inquiries from others out front.

Anderson also made a point of introducing some others in the audience: *Parade's* publisher Carlo Vittorini, its former editor, now consultant Jess Gorkin, *Family Weekly's* publisher Pat Linskey and its chairman emeritus **Mort Frank**.

### Cliff Evans

Clifford Evans, Washington news bureau director for RKO General Broadcasting Corp. and a former president of the White House Correspondents Association, died in Washington on September 30. He had, earlier in his career, worked for several New York newspapers.

### Grace Naismith

Grace Naismith, long active in the club as a member of its board of governors and as conductor of The Bulletin's "Who, What, Where" column, died October 31. She was 79.

A native of Fort Collins, Colo., she attended the University of Colorado. She began her professional career as a reporter for the *Rocky Mountain News* and then spent several years with the U.S. Department of Agriculture as an information and educational specialist.

She joined *Readers Digest* in 1938 as an editor and writer on medical subjects, later becoming a consulting editor until her retirement a few years ago. She was the author with her husband of a book, "Private and Personal," and by herself of "The World of Roger Tory Peterson." She contributed articles to numerous popular magazines.

She is survived by her husband, **John C. Devlin**, who had been a reporter for *The New York Times*, and by two sons of an earlier marriage.

### Bill Milldyke

J. William Milldyke, news director for Europe, Africa and the Middle East for ABC TV and radio, died October 26 in London, where he had been stationed since 1971. He had been bureau chief since 1977, coordinating ten ABC bureaus. He was president of the Association of American Correspondents in London.

He is survived by his wife, Doris, and two daughters.

### Baby Doc Wilkes

More than one OPCer will share with **Lillian Genn** the sadness of losing her husband, **Dr. Edward T. Wilkes**, dead at 84 after a distinguished career as a physician. Although a specialist in the ills of children, he had ministered to the ills of a number of senior OPCers.

Wilkes was the author of a regimen for infants, put together in a book widely used by pediatricians, "Baby Daily Exercise." Wilkes was visiting in the OPC clubhouse on West 39th Street some years ago, where he encountered Eleanor Roosevelt. She had just returned from Russia and she told him with much enthusiasm how she had observed with admiration how the Russians were taking care of infants, and how their method was being used in the Scandinavian countries she had visited as well.

She credited the Russians with the regimen.

When Wilkes corrected her and revealed himself as the author of the regimen, she was profuse in apology.



## If You're a Twin Check In Here

Last year, OPCer **Kay Cassill** published a book about twins, "Twins: Nature's Amazing Mystery." This year she announces formation of the International Twins Foundation in Providence, R.I.

Purpose of the non-profit organization, she says, is "to assist and educate the estimated 50 million pairs of twins in the world, and the growing number of scientists studying multiples."

Cassill, herself a twin, is president of the Foundation. Its board of directors, all twins, includes John Mack Carter, editor-in-chief of *Good Housekeeping*, and Richard B. Stolley, managing editor of *Life*.

"Many prominent people are either twins or parents of twins," Cassill notes, naming Elvis Presley, John V. Lindsay, Mia Farrow, Mike Douglas, Muhammad Ali, Edward Asner, Elizabeth Holzman, Peter Gimbél, June Haver, Fred MacMurray, Bing Crosby, Jean Kerr and Nelson D. Rockefeller."

If you're a twin, or the parent of twins, get in touch with Cassill—through the OPC.

## New Applications

### ACTIVE RESIDENT

**James R. Gaines**, Managing Editor, Time Inc.  
Sponsors: *Richard Oulahan, Richard Stolley*  
**Charles P. Gall**, Director, McGraw-Hill World News

Sponsors: *Ralph Schulz, Dorsey Woodson*  
**Trudy M. Howard**, Editor, Global Features for the Future  
Sponsors: *Ben Greenwald, Henry Gellermann*  
**Dwight Rockwell**, Self employed, Free lance writer  
Sponsors: *William McKeown, Jack Galub*  
**Mason Slaine**, Publisher, Dealers' Digest  
Sponsors: *Eliot Sharp, Christopher Elias*

### ACTIVE NON-RESIDENT

**Harry McCarthy**, Rewrite Man, Globe Communications  
Sponsors: *Martha Moffett, Harry Welker*  
**Gene Burns**, Commentator, WKIS Radio  
Sponsors: *Paul Alley, Gordon Fraser*  
**Robert Hood**, Editor, Boys' Life Magazine  
Sponsors: *John Groth, Aley Meutner*  
**Dr. Michael Quigley**, Self employed, Writer  
Sponsors: *Maurice Ragsdale, Hildegard Fillmore*

### ACTIVE OVERSEAS

**Peter Royston Allen-Frost**, Correspondent ABC News  
Sponsors: *George Krinsky, Gloria Zukerman*

### ASSOCIATE RESIDENT

**Fernando Jaras**, Manager-Director, Jarasylia  
Sponsors: *Jorge Tapia*  
**S. Sherman Steinberg**, Associate Editor, Columbia Features  
Sponsors: *Joseph Boychuk, Gifford Dieterle*  
**Ivan Wang**, Director of Information, Republic of China  
Sponsors: *Irene C. Kuhn, Alan Prigge*

## Gannett's New "Journalism of Hope"

The man who heads the nationwide Gannett chain of newspapers came to the Overseas Press Club with a message for journalists that has already been taken to heart at Gannett's "13-month-old baby," as he called *USA Today*.

Alan Neuharth, who has spoken often on the "indisputable importance" of press freedom, this time wondered if journalists "deserved" that freedom if they practice only "the old journalism of despair—leaving their readers discouraged, mad, indignant."

Instead, he urged a "new journalism of hope," which "chronicles the good, the bad, and the otherwise—and leaves readers well informed and equipped to make judgments for themselves." Neuharth questioned "whether the role of a newspaper is to help you wallow in despair, or to see your way out."

He characterized the goal of *USA Today* "to cover all of the news with accuracy, and without a lot of anguish," an approach reflecting the desires "out there in middle America."

### UNDER AGE 30

**Jennifer Hewett**, Journalist, Sidney Morning Herald  
Sponsors: *Charles Brophy, Jean Baer*

### ASSOCIATE non-RES.

**Adrienne Marcus**, Free Lance Writer  
Sponsors: *Martha Moffett, Brian Wells*

### ASSOCIATE OVERSEAS

**Joan M. Cook**, Self Employed, Writer of Books & Feature Writer  
Sponsors: *David Richardson, Claire Sterling*  
**Gillian A. Whitcomb**, Managing Editor, The Courier, UNESCO  
Sponsors: *Philip Whitcomb, Harry Rand*

## New Members

### ACTIVE OVERSEAS

**Robert F. Udick**

### ASSOCIATE RESIDENT

**John P. Alexander**  
**Carol Herman**  
**John P. Alexander**

### ACTIVE RESIDENT

**Helen Marcus**

### REINSTATED

**Henry Shapiro**, Active Non-Resident  
**Jack Harrison Pollack**, Active Non-Resident

### CHANGE OF STATUS

**Fred J. Archibald**, Associate Non-Resident to Active Non-Resident  
**Charles B. Towill**, Affiliate to Associate Non-Resident  
**Lawrence Elliott**, Associate Overseas to Active Overseas

Neuharth derided the "journalism-of-despair" formula adopted by too many younger journalists to call attention to themselves...writers with an abrasive turn of phrase.

"However witty they may be," he insisted, "they are likely to lose their franchise, while those who play all the news—the good, the bad, the otherwise—are likely to survive and thrive." Case in point: the decline in circulation of New York newspapers since the end of World War II from 5,200,000 to 3,400,000. Ten newspapers are now three.

Neuharth declined to answer a question relating to Rupert Murdoch in this context, but said in general terms that a format that makes the reader "mad and indignant all the time...may get readers for awhile, but may not survive into the '80s and '90s."

"The way to greatness in circulation," he added, should not be to "out-bad-news the competition." As an example, Neuharth parted company with sports writers whose sidebar stories consisted of "odious odes to Baltimore." Cities like Baltimore and Philadelphia, he said, have poured millions of dollars into renovation, and the World Series permitted them to show it.

**Make someone happy—have him or her join the Club! They'll be glad you did, and you will be, too!**



## Overseas Press Club Bulletin

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*Irvin S. Taubkin*, Editor; *Helen Alpert, Charles J. Schreiber, Lawrence Stessin*, Associate Editors.

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## Who, What, Where

By ROSALIND MASSOW

**OUR MAN IN COSTA RICA...** Jack Fendell, long-time member of the OPC and a King Features representative in Latin America for more than 50 years, flew up from his headquarters in Costa Rica to receive a well-deserved award. Fendell was given the Maria Moors Cabot citation by the Columbia School of Journalism for his significant contribution, via the media, to understanding among the Americas.

**ANNIVERSARY EDITION...** What better tribute could an author hope for? Bantam Books has just published the 40th anniversary edition of **Robert Sherrod's** first book, *Tarawa, The Story of a Battle*. It was published in March, 1944, four months after the bloody Marine battle on that tiny atoll in the Pacific.

**GOING STRONG AT 80...** **Elias Newman**, founder of the Artists Welfare Fund of Artists Equity, was honored at an Equity luncheon, for his outstanding accomplishments in building up the Fund. A Special Award of Merit was presented to him.

**WINS ANNUAL AWARD...** **Elaine Fein** won the Down's Syndrome Congress media award of the year for her compassionate story "We Couldn't Give Up Jason" in Family Circle Magazine.

**BACK ON THE BOARDS...** After quadruple bypass surgery last December, **Jack Galub** is back in action. He has been elected to the national board of directors of the American Medical Writers Association, has contributed articles to *Health Magazine* and the SAS Inflight magazine and has just finished the annual report for Marubeni America Corporation.

**MAKING HI TECH EASIER...** **Warner A. Hutchinson** and wife **Betty** co-authored a new book, "Word Processing Made Simple" due from Doubleday any minute.

**AGE? WHAT'S THAT...** At 92, **Dr. Edward L. Bernays** keeps moving. He's conducting a series of seminars this Fall in Cambridge, MA for students from southeastern New England colleges and universities. Following this he's due at Pace University for another series of seminars and then on to Florida in January to keynote the 50th year celebration of public relations education.

**Ralph Martin's** latest book, "A Hero For Our Time," a biography of John F. Kennedy, made the newspapers in November via syndication by the Field Newspaper Syndicate. The book was published by Macmillan.

**ARTIST OF THE MONTH...** **Columbia Rossi (Cervi)**, who spent the last 20 years as a foreign correspondent in Europe and Latin America, has settled down in Sea Cliff, N.Y., where she is now pursuing another career as a primitive artist. She's been named Artist of the Month by the Sea Cliff Civic Association. Her work is currently on exhibit at the Sea Cliff Library.

**Theodore Macauley** is back at his Paris desk at *l'Express* after a month in Bogota, Columbia. En route to Paris, Ted stopped over in London for reunion with his parents, OPCers, **Doris and Thurston Macauley**. Speaking of reunions, Thurston had one of his own with veteran comedian Bob Hope, in London for the annual Bob Hope charity golf classic. Bob wrote foreword for Thurston's book "Confessions of a Newspaperman." The pair met in Paris after the Liberation, when Thurston INS correspondent, got off Hope's daily King Features column to New York.

Our own **Marvin Sleeper** is obviously not one on the job. He has just been elected a vice president of Hearst Magazines, having earlier been publicity manager and then PR director. Marvin started his journalistic career with *The New York Times* and went from there to Hearst via the *Journal American*.

Since he spends most of his time on his Journey to Adventure movie-taking, one can never know just where in the world OPCer **Gunther Less** is. His latest regards to you all came from the Dutch island in the Caribbean, St. Maarten.

## Now In Our Lobby



Diana Mara Henry (c) Robert Forbes 1978

December's show in our lobby gallery will bring us the work of one of America's leading photojournalists, **Diana Mara Henry**. Ours will be the first solo exhibit of her work in New York. She will be showing French castles and folk scenes, grand hotel and street scenes of Paris, and fetes in Provence. Her career in photojournalism began at Harvard, where she was photo editor of the *Crimson*. She has specialized in political campaign photography. She was associated with the International Center of Photography from its beginning, taught there and inaugurated its program of community workshops. Some 800 of her photographs of contemporary American women form the Diana Mara Henry collection of the History of Women in America, at the Schlesinger Library at Radcliffe College.

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